

**Project Design Phase**  
**Proposed Solution**

Date	15 February 2025
Team ID	SWTID1743695015
Project Name	Shopez: E-Commerce Application
Maximum Marks	2 Marks

**Proposed Solution:**

Sl.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Fragmented online shopping experiences, lack of unified access across web and mobile, unreliable service availability, and delays in search, cart, order, and payments.
2.	Idea / Solution description	A scalable microservices-based e-commerce platform that enables seamless product browsing, search, cart management, order placement, payments, and delivery tracking.
3.	Novelty / Uniqueness	Uses modern architecture (microservices + cloud-native deployment), integrated monitoring, fast cart access via Redis, search via Elasticsearch, and multi-platform support.
4.	Social Impact / Customer Satisfaction	Offers a smoother user experience, faster load times with CDN, better personalization and reduced cart abandonment through optimized checkout and notifications.
5.	Business Model (Revenue Model)	Commission from sellers, transaction fees, subscription plans for premium users, ad-based promotions, and partnerships with delivery/payment providers.
6.	Scalability of the Solution	Easily scalable by design—each service can be independently deployed and scaled. Supports global expansion with cloud infrastructure and CDN support.